

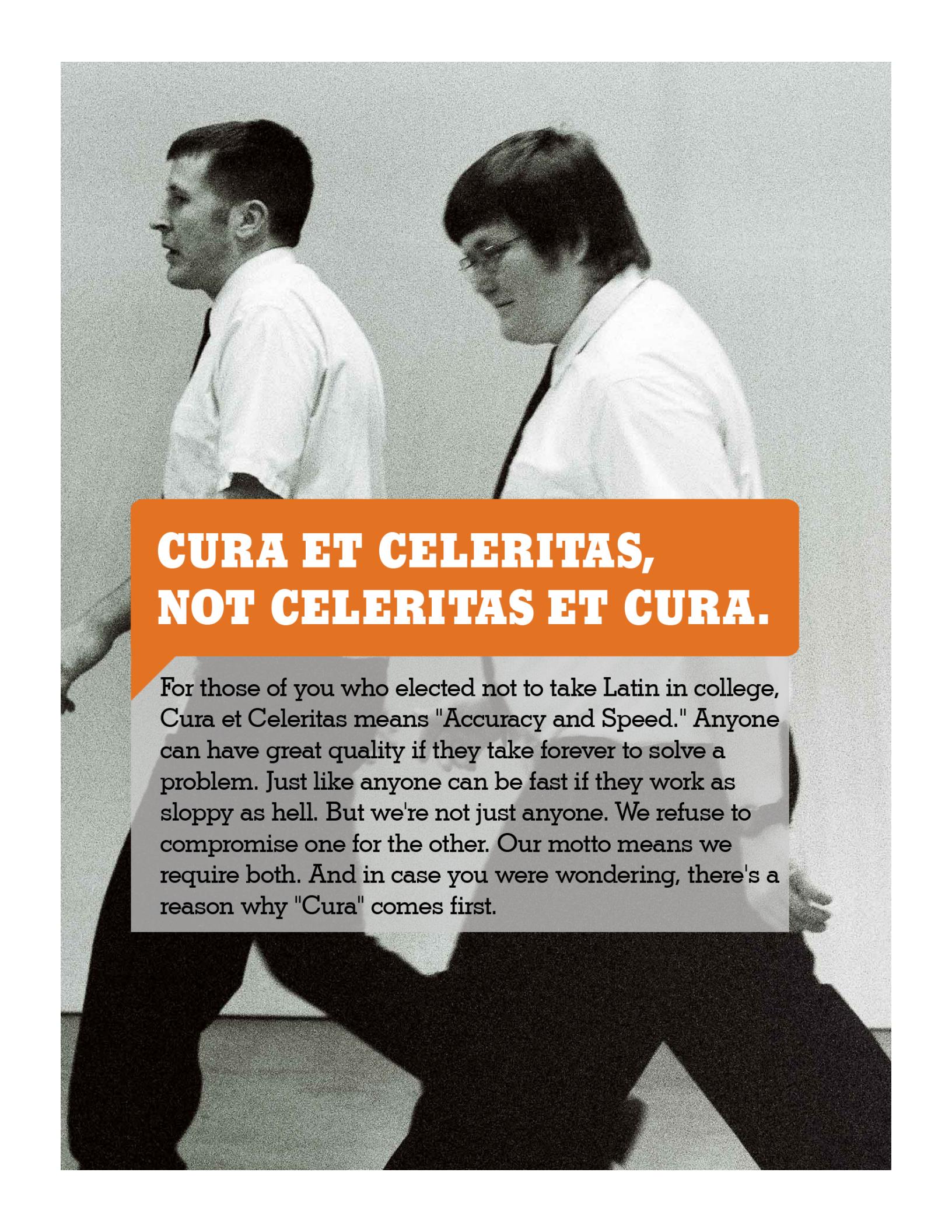
THE LITTLE ORANGE BOOK

From the Ministry of Propoganda



"Most people seem to notice the Geekmobiles and uniforms, but if we didn't maintain the highest standards, then our image would be nothing but a paper-thin gimmick."

- Robert Stephens



CURA ET CELERITAS, NOT CELERITAS ET CURA.

For those of you who elected not to take Latin in college, Cura et Celeritas means "Accuracy and Speed." Anyone can have great quality if they take forever to solve a problem. Just like anyone can be fast if they work as sloppy as hell. But we're not just anyone. We refuse to compromise one for the other. Our motto means we require both. And in case you were wondering, there's a reason why "Cura" comes first.



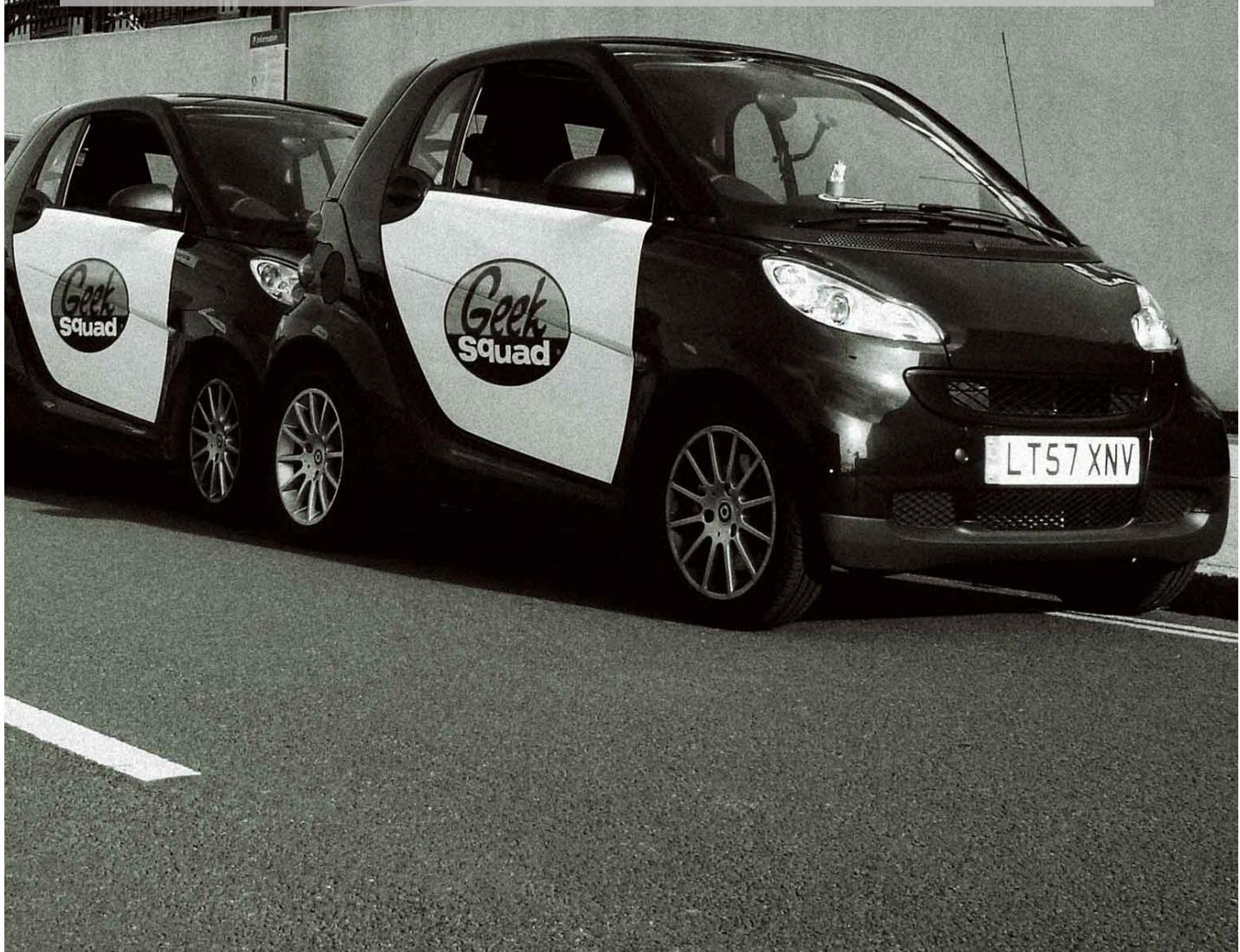
GEEKS ARE COOL. NERDS ARE, WELL, NERDS.

Some of you reading this might not have yet discovered your inner Geek. That's OK. But trust us, if you work here, you're a Geek. That's a good thing. And if you think being a Geek is lame, it's probably because you've got Geeks confused with Nerds. It happens. But there's a big difference. Nerds have no clue they're Nerds. They don't choose to know facts or be good at math. It's all they can do. It's almost as though being a Nerd is genetic.

Geeks are different. If you love technology, be it motherboards, GPS units, or a really killer home theater setup, you're a Geek. We Geeks know we're Geeks. We choose to be this way. Our passion for cool new tech is exactly why we're Geeks. It's also why we'll eventually take over the world. But let's just keep that bit of info between us Geeks.

GEEKS ARE HUGE IN EUROPE.

That's right. We're not some rinky-dink operation. You've joined the ranks of a highly regarded international (and eventually intergalactic) organization. Our combined passion for technology and customer service translates into any language. Because no matter where you go, you'll find people with dreams that our technical prowess can turn into reality. Which is a pretty powerful thing. Not as universally powerful as true love, but pretty close.





Anyone who's survived high school knows the power labels can have. So you can understand why it's so important for us to properly label the people we help. While most companies call these people customers, we call them "clients." And we don't just use a different term to be different. We use it to be correct. Customers buy a product. But we provide a service. Our clients are basically renting our ability to answer their technological wishes faster and better than anyone else. And if the first step to earning our clients' business is to call them by a different word than our competition, then that's what we'll do.

CLIENTS VS. CUSTOMERS.



SERVICE, THE FINAL FRONTIER.

Your job isn't to show off your skills, but to use your knowledge to improve your client's life. You might rescue a family's photo album from the clutches of a malfunctioning hard drive or transform a used car into a rolling sonic paradise. And although you probably won't be called up to stop global warming, you might just be summoned to fix a certain former Vice President's laptop someday. You see, working at Geek Squad isn't a job. It's a calling. Like some sort of high-tech monk.

Rumor has it that no one working at Geek Squad is issued Badge No. 001. Because that badge is reserved for our clients. Without them, we're all just super smart people who dress alike.



WE NEED BIG BRAINS. NOT BIG HEADS.

Just because it's easy for you to install an LCD screen into an SUV or replace a motherboard in your sleep, it doesn't mean you should think less of those who can't. You should see our clients as heroes. They're the ones taking the steps to realize their technological dreams. People call us because they know we possess the training and skills to help them. But you can't let all this attention go to your cranium. Remember, we're not gods. We're Geeks (see following page for proof).

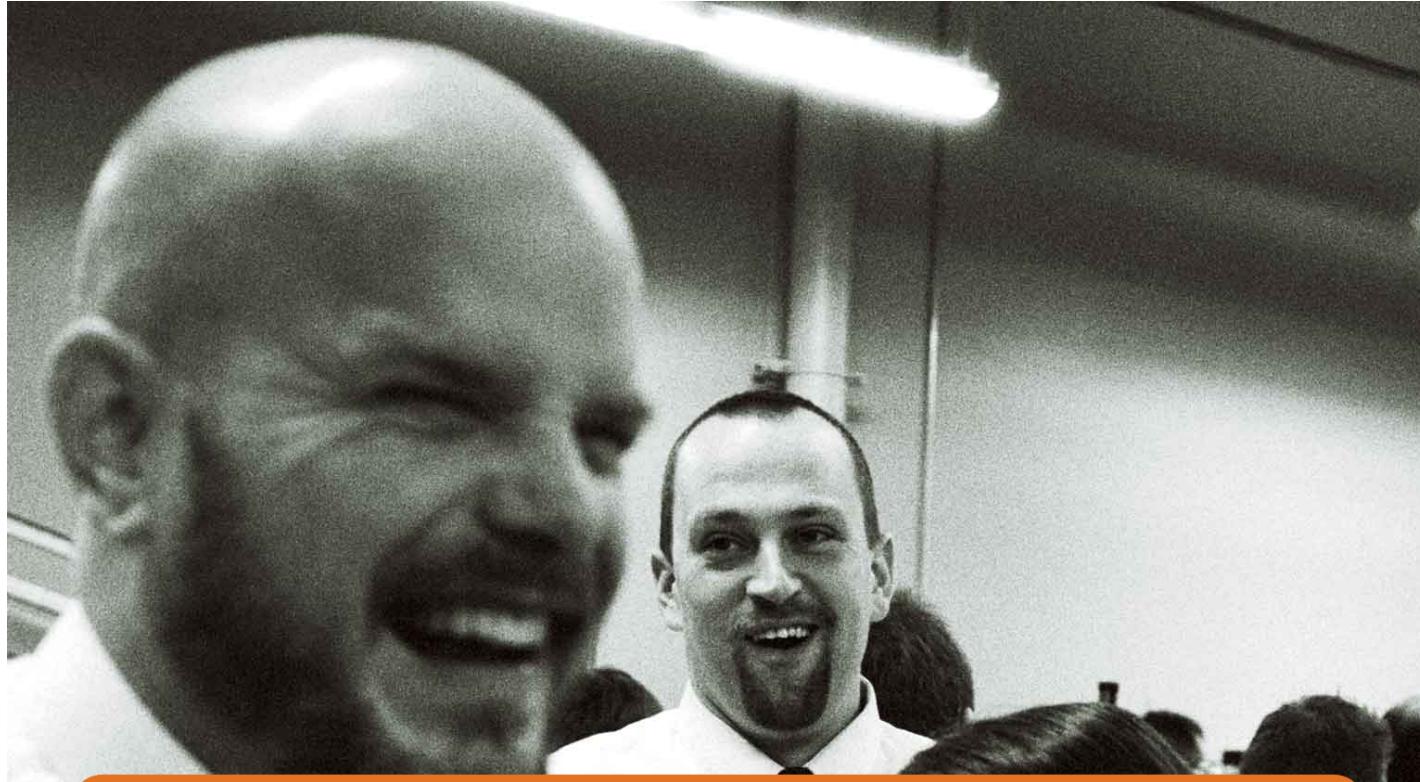




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GEEKS NOT GODS.

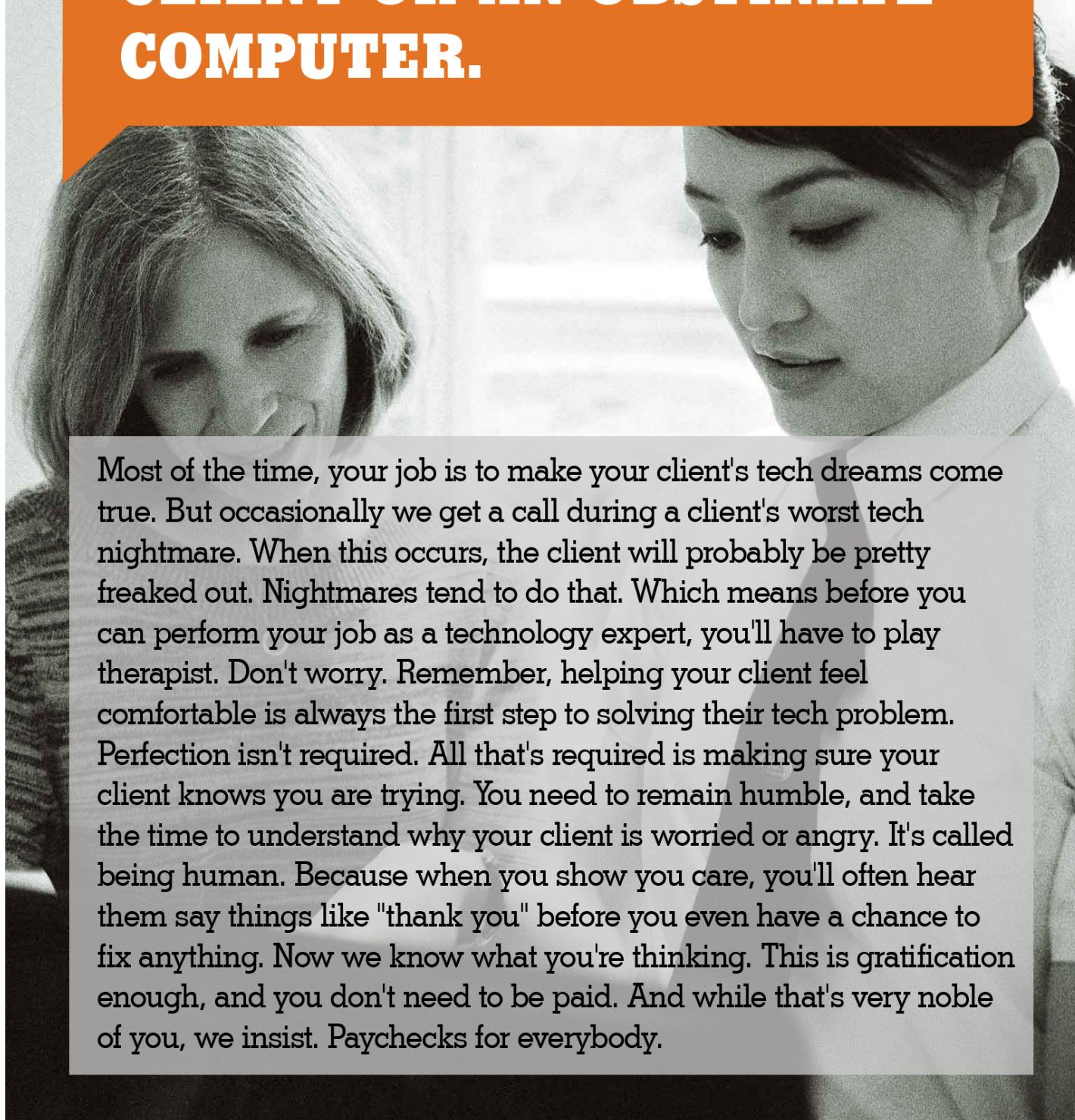
Special Agent Michael W. can build robots from spare parts, but he broke his arm while attempting to throw a football. Proof that while we might be very smart, we're still very human. But that's kinda why people like us.



THE ANGRIER THE CLIENT, THE HAPPIER WE ARE.

We love the angry clients. Sure, we see a lot of happy ones when we install new Wi-Fi networks or set up a home theater system, but it's the angry clients who become our most loyal supporters. Working for Geek Squad guarantees that you'll eventually deal with all sorts of tense, unhappy people. From panicking college students to demanding celebs. And when you help those frustrated people regain control of their unruly piece of technology, just be ready—because they'll probably become overwhelmed by a sense of euphoria. The increased level of serotonin in your client often results in thank-you cards, fresh-baked cookies, and occasionally an embrace commonly referred to as a hug. If you notice any of these behavioral cues, consider your mission accomplished.

A FEW TIPS WHEN DEALING WITH A FRUSTRATED CLIENT OR AN OBSTINATE COMPUTER.



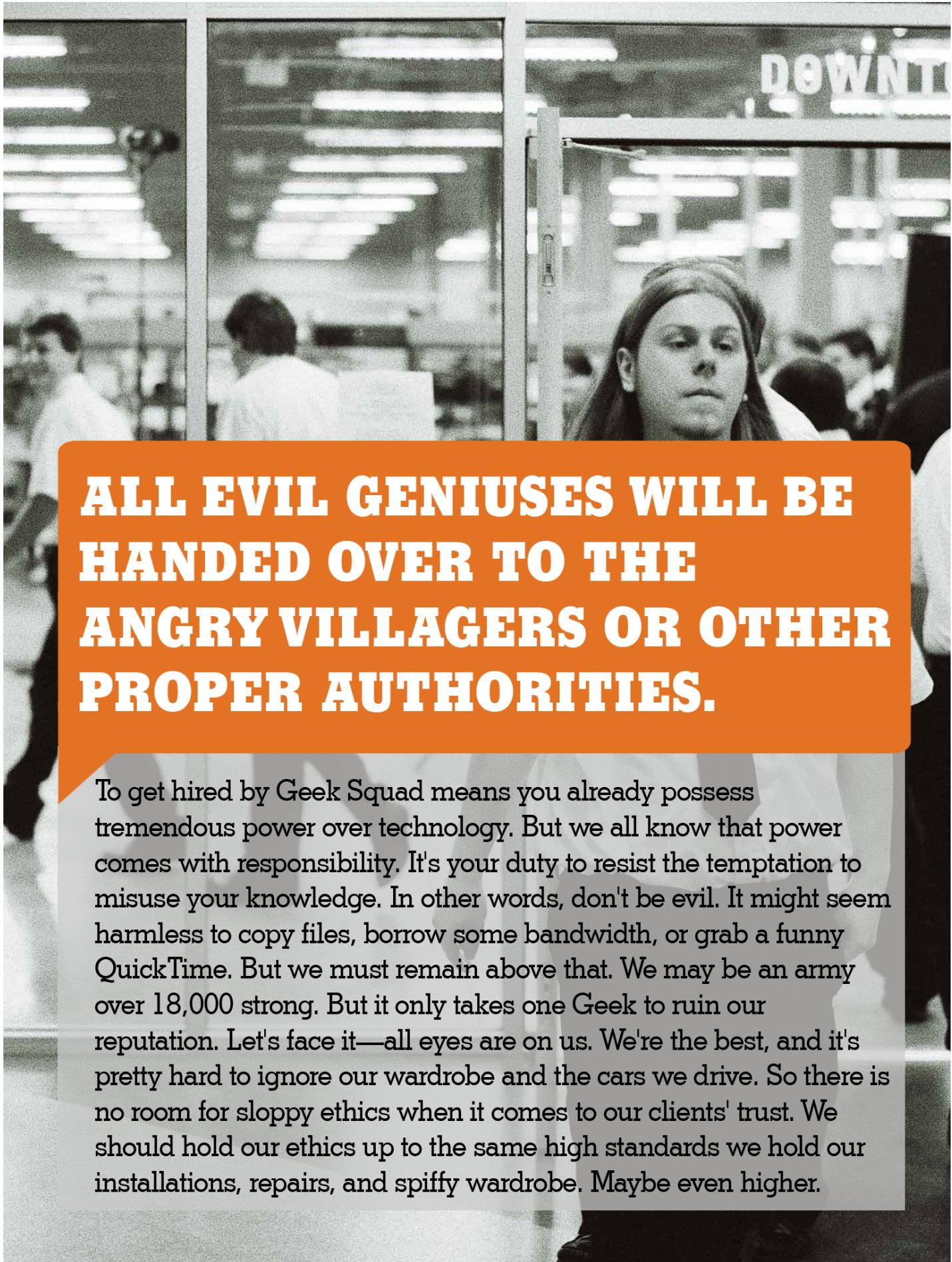
Most of the time, your job is to make your client's tech dreams come true. But occasionally we get a call during a client's worst tech nightmare. When this occurs, the client will probably be pretty freaked out. Nightmares tend to do that. Which means before you can perform your job as a technology expert, you'll have to play therapist. Don't worry. Remember, helping your client feel comfortable is always the first step to solving their tech problem. Perfection isn't required. All that's required is making sure your client knows you are trying. You need to remain humble, and take the time to understand why your client is worried or angry. It's called being human. Because when you show you care, you'll often hear them say things like "thank you" before you even have a chance to fix anything. Now we know what you're thinking. This is gratification enough, and you don't need to be paid. And while that's very noble of you, we insist. Paychecks for everybody.

THE SWEET TASTE OF GREAT SERVICE.

There are lots of stories of Geeks who took the extra steps needed to provide great service to our clients. Like when an Autotech named Adam made a busy client's day by driving all the way out to the guy's office and installing a new XM stereo right there in the parking lot. Stories like that have been a part of Geek Squad since the beginning, and they always have happy endings. Like the time when a small, family-run cookie store told a Geek Squad Agent that the computer they relied on to run their business had died. Did that Agent just fix the PC and hand over a bill? No. Instead, he spent extra time explaining how to protect their PC and avoid future computer emergencies. The family was so impressed they made him a special batch of cookies and dropped them off at the Agent's Precinct later that day. That's the power of great service.

 COOKIES





ALL EVIL GENIUSES WILL BE HANDED OVER TO THE ANGRY VILLAGERS OR OTHER PROPER AUTHORITIES.

To get hired by Geek Squad means you already possess tremendous power over technology. But we all know that power comes with responsibility. It's your duty to resist the temptation to misuse your knowledge. In other words, don't be evil. It might seem harmless to copy files, borrow some bandwidth, or grab a funny QuickTime. But we must remain above that. We may be an army over 18,000 strong. But it only takes one Geek to ruin our reputation. Let's face it—all eyes are on us. We're the best, and it's pretty hard to ignore our wardrobe and the cars we drive. So there is no room for sloppy ethics when it comes to our clients' trust. We should hold our ethics up to the same high standards we hold our installations, repairs, and spiffy wardrobe. Maybe even higher.

6-POINT PLEDGE

Please read and sign below to affirm your pledge to protect the reputation of all Geeks.

I will:



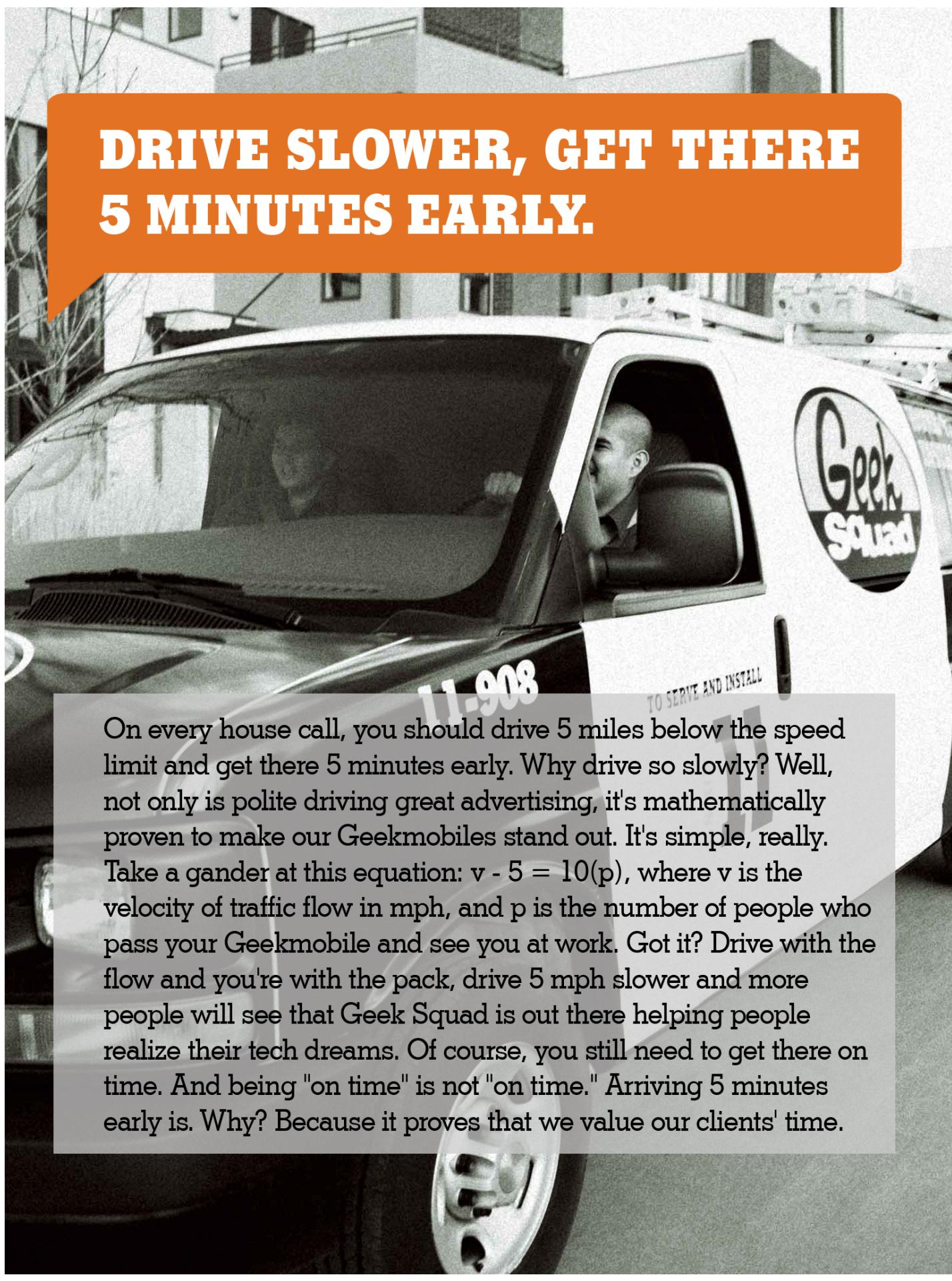
1. Never violate the trust of my clients or disrespect their property.
2. Never say, "I don't know." Instead say, "I'll find out."
3. Always understand that my clients' time is more valuable than my own (sci-fi conventions, car shows, and movie premieres be damned).
4. Assume every problem is my fault, unless proven otherwise.
5. Consider my job done only when my client is completely overwhelmed with joy. And instead of assuming they're happy, I'll ask them.
6. Keep every promise I make. Including this one.

BE THE COURTEOUS GEEK.



Why was Geek Squad the only tech company Best Buy chose to bring into every one of its stores? Simple. Geeks aren't slackers. We always go for an extra-credit assignment. It's key to making a good impression. And anything extra you can do to help out your client goes a long way. Try to remember to do the simple things, such as:

1. Cleaning up. Whether you're mounting speakers on every wall or you're simply plugging in a router, go ahead and clean up your dust or untangle the cords. It's these little, unexpected things that people remember.
2. Put on your booties every single time. It's amazing how a little dirt on a white carpet can make your job of installing more RAM a lot less fun.
3. Follow up with a quick call the next day, just to make sure everything is still working. This is key. No one expects you to care after you've been paid. But we do. Remember, these people are our clients, and when we go the extra mile for them, they'll always return to us.



**DRIVE SLOWER, GET THERE
5 MINUTES EARLY.**

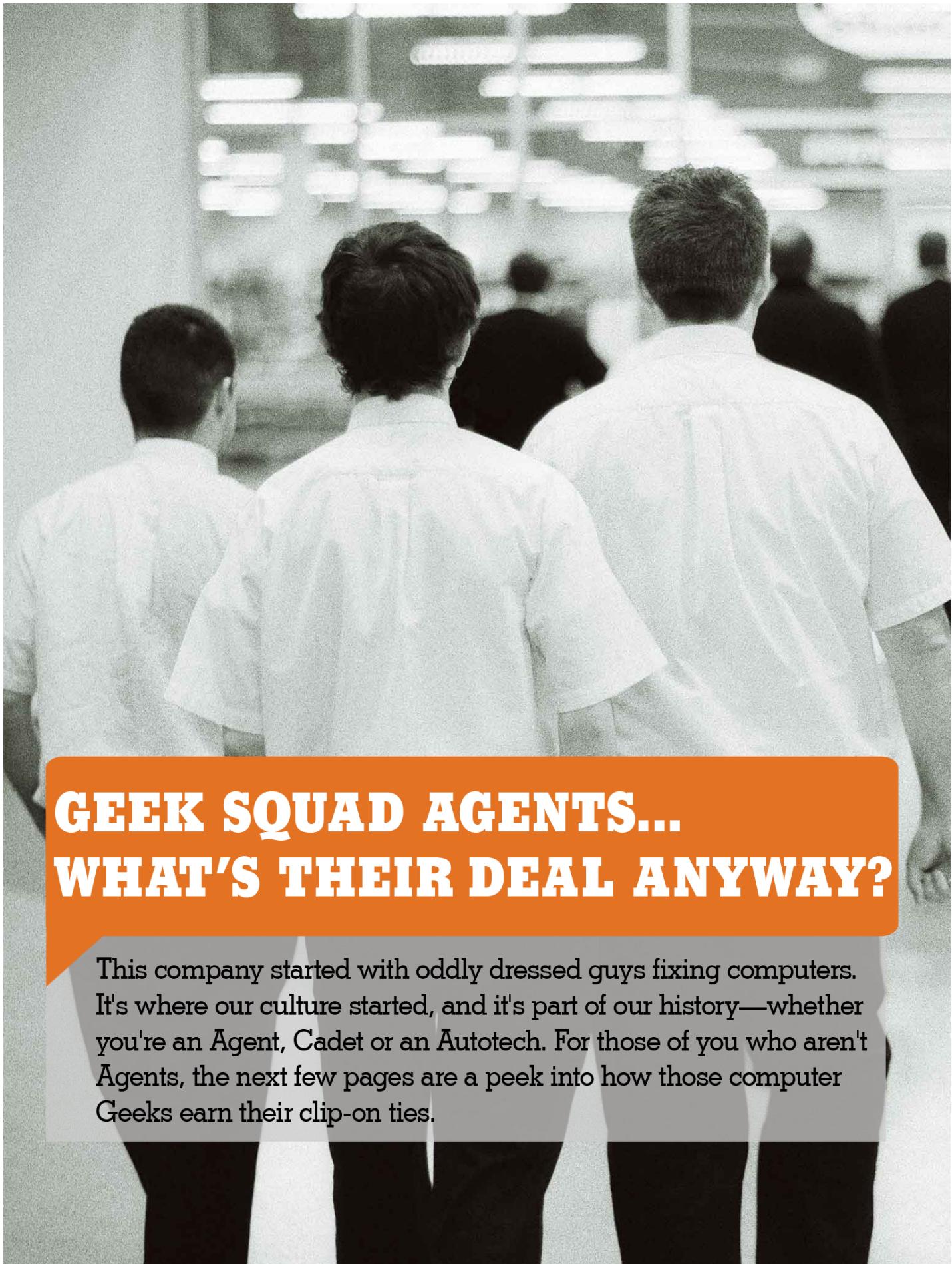
On every house call, you should drive 5 miles below the speed limit and get there 5 minutes early. Why drive so slowly? Well, not only is polite driving great advertising, it's mathematically proven to make our Geekmobiles stand out. It's simple, really. Take a gander at this equation: $v - 5 = 10(p)$, where v is the velocity of traffic flow in mph, and p is the number of people who pass your Geekmobile and see you at work. Got it? Drive with the flow and you're with the pack, drive 5 mph slower and more people will see that Geek Squad is out there helping people realize their tech dreams. Of course, you still need to get there on time. And being "on time" is not "on time." Arriving 5 minutes early is. Why? Because it proves that we value our clients' time.



YOU DON'T KNOW EVERYTHING. BUT WE DO.

We know you're super smart. You wouldn't work here if you weren't. But you don't know everything. One Geek can't possibly have all the answers, and no one Geek can work 24/7*. But all 18,000 of us can. The collective knowledge of all of us working together is what makes Geek Squad the technology powerhouse our clients return to again and again. It takes all of us. Because even the best of us can't solve every problem alone. But as long as you work here, you'll never have to.

*When Cyborg Agents come online in 2021, this might change.



GEEK SQUAD AGENTS... WHAT'S THEIR DEAL ANYWAY?

This company started with oddly dressed guys fixing computers. It's where our culture started, and it's part of our history—whether you're an Agent, Cadet or an Autotech. For those of you who aren't Agents, the next few pages are a peek into how those computer Geeks earn their clip-on ties.



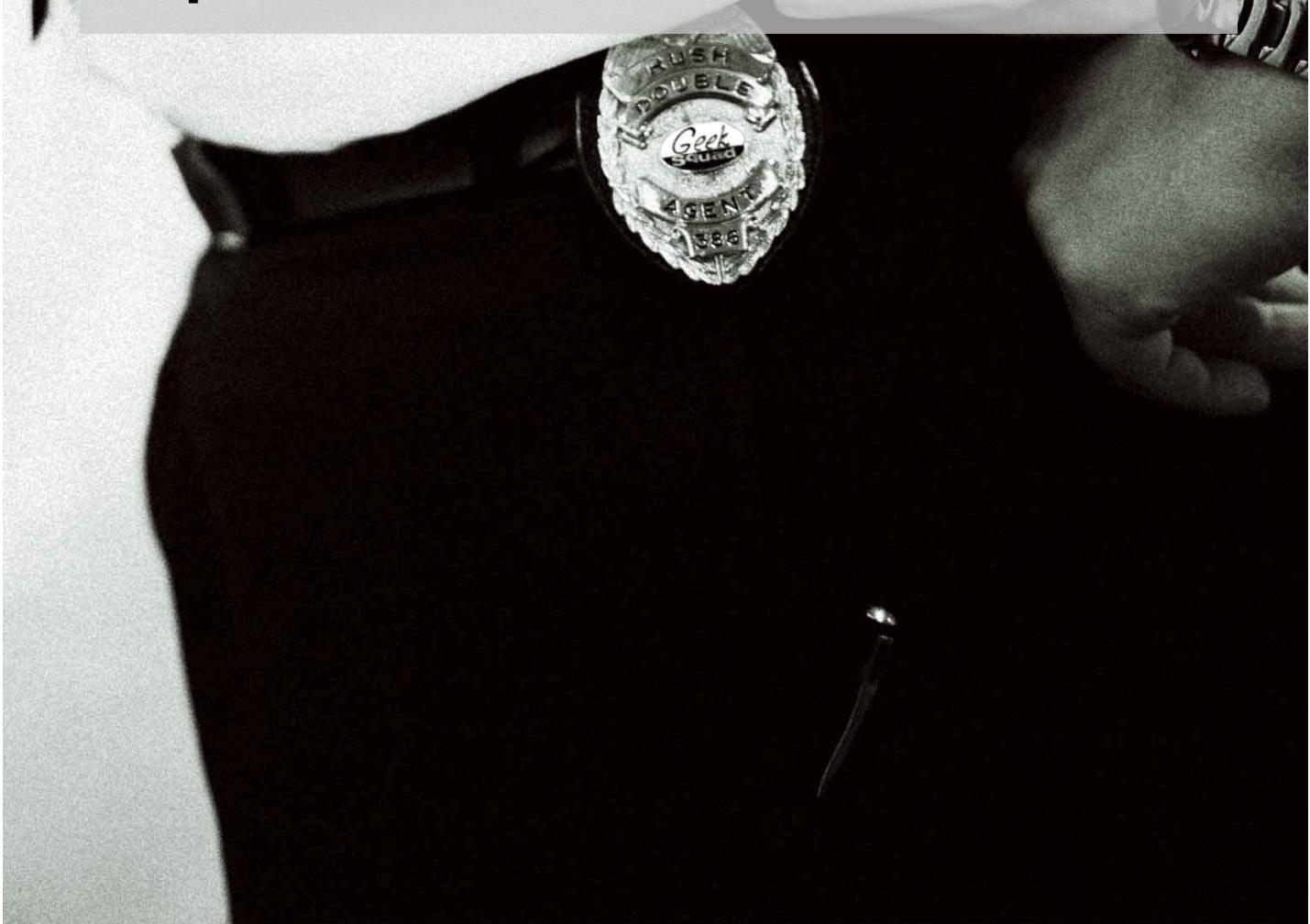
(MBoS) AND HOW I LEARNED TO LOVE IT.

Maybe you've heard rumors about the Mother Board of Shame (MBoS). Well, it isn't a rumor, it's true. The Mother Board of Shame began as a tradition at the very first Geek Squad Precinct. Now the tradition is widespread among Geek Squad Agents. There's no shame in being made to wear the MBoS. The MBoS is a rite of passage, similar to the squeaky voice and foul body odor that accompany puberty. And not unlike high school, once you've had the honor of experiencing it, you do everything you can to make sure you never have to live through it again.

THE BADGE. RESPECT IT.

This badge is earned. It is not something you get just for signing up and coming to work on time. It's an honor and a privilege to wear this badge. But an Agent should never flaunt it or use it to get out of a speeding ticket. It's a symbol of your authority over technology, not other people.

- You shall carry your badge on you at all times.
- Your badge shall maintain a high polish.
- You may not use your badge to obtain free donuts more than once per month.
- You cannot use your badge to make official comments to the press.

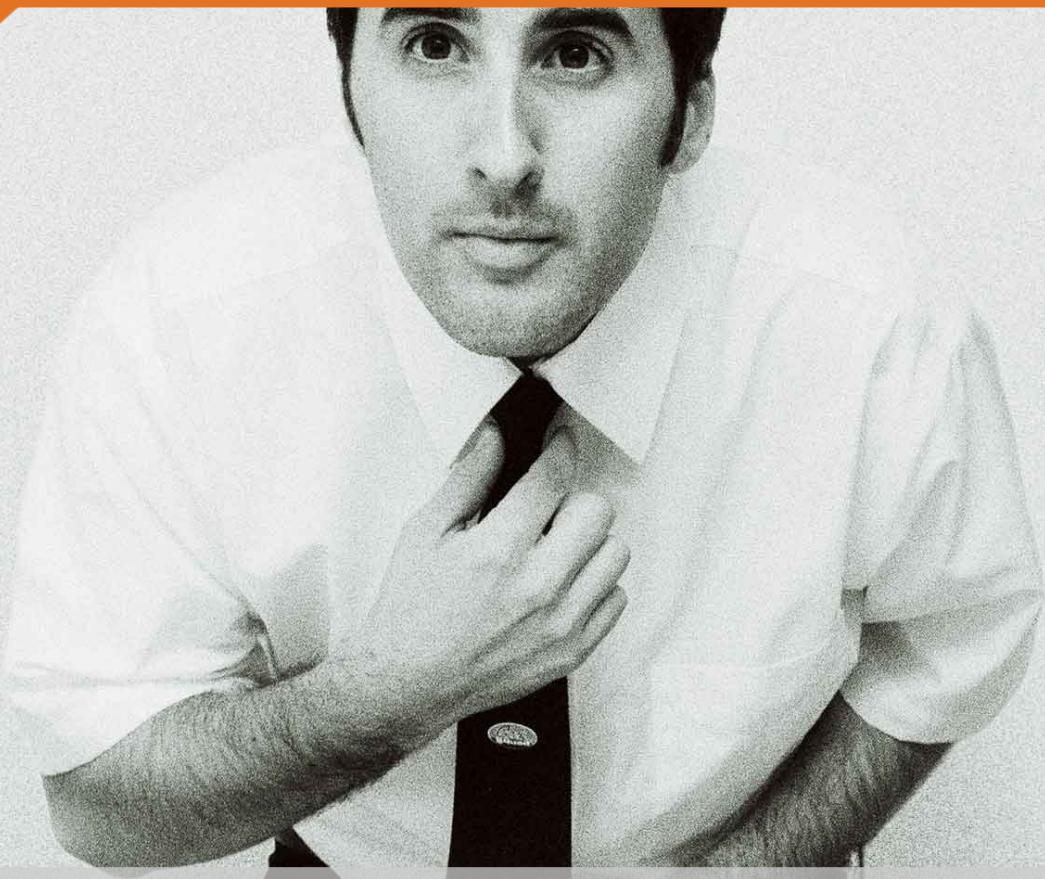




OUR BADGES ARE WORTHLESS IF THEY DON'T OFFER PROTECTION.

From phishing scams to identity thieves, the world isn't a safe place for our clients and their data. But like we've said about 7000 times, our clients trust us to protect them. And every Geek Squad employee is expected to take this responsibility very seriously. We consider the security of our clients' data our number-one priority. Not just when we're installing a secure wireless network, but every time we come in contact with a client's computer. It's our duty to help protect their privacy from snooping spyware, malicious viruses or even curious eyes. Especially our own. It is your mission to defend our clients' private information every chance you get. Whether you're wearing a badge or not.

YOU MAKE POLYESTER LOOK GOOD.

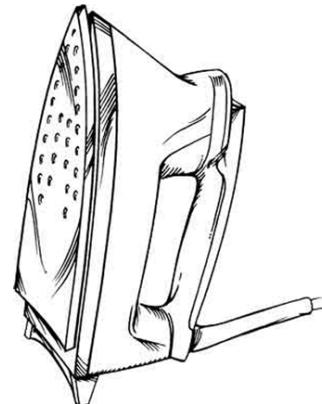


Everyone at Geek Squad has a uniform. And no matter if you're an Agent, a Cadet, or an Autotech, your uniform serves a purpose. Putting it on will transform you into a beacon of technological authority. Simply put, no matter what you're doing—whether you're pumping gas or buying a collectable figurine—if you're wearing the uniform, you're going to be approached by complete strangers with technology questions. It's the price we pay for being the best.

CONSIDER ONE OF THESE PART OF YOUR ARSENAL

With your Best Buy discount you will save a good chunk off the price of these electro-powered wrinkle-elimination devices. So there's no reason not to own one.

Or even two.



IRONING TIPS.

- 1) Always iron clothes inside-out. If you don't, shiny "iron marks" can show on the outer side. And if you accidentally scorch your shirt, the scorch mark will be hidden inside your shirt.
- 2) Start with the collar, then move the iron up and down smoothly around the entire area. Then move toward the sleeves. Maintain your shirt's creases.
- 3) After the sleeves, move to the buttonhole area, and work your way around each buttonhole.
- 4) Then shift to the front, smoothing out one half at a time.
- 5) Don't ruin all the work; be sure to properly hang your shirt.



THE ANATOMY OF AN AGENT UNIFORM.

Your uniform isn't just some costume. It's a form of forced humility. Let's face it, you can't have a big ego while wearing the Agent uniform. The clip-on tie and white socks remind us to stay humble and use our powers for good. They're also pretty darn functional. Let's review.

SHORT-SLEEVED SHIRT AND Undershirt

We only wear short-sleeved shirts. Even in the dead of winter. Because short sleeves can't get caught on all those delicate circuit board pieces. They also make it much easier to keep your cuffs pristine and clean. Because there are none.

BLACK TIE REBELS

Wearing a tie used to be a sign of conformity. That's not true in today's era of business casual. These days, wearing a tie is an act of rebellion. And Geek Squad Agents are constantly rebelling against sloppy work, sloppy dress, and sloppy attitudes.

WHITE SOCKS. BLACK SHOES. BIG DEAL.

The entire uniform is important, including the white socks. Why? It's a sign. If you find yourself in someone's home, and you can't see white on your feet, it's a sign to take off your shoes. In other words, "If you don't see white, something's not right."

SOCK CALIBRATION TEST

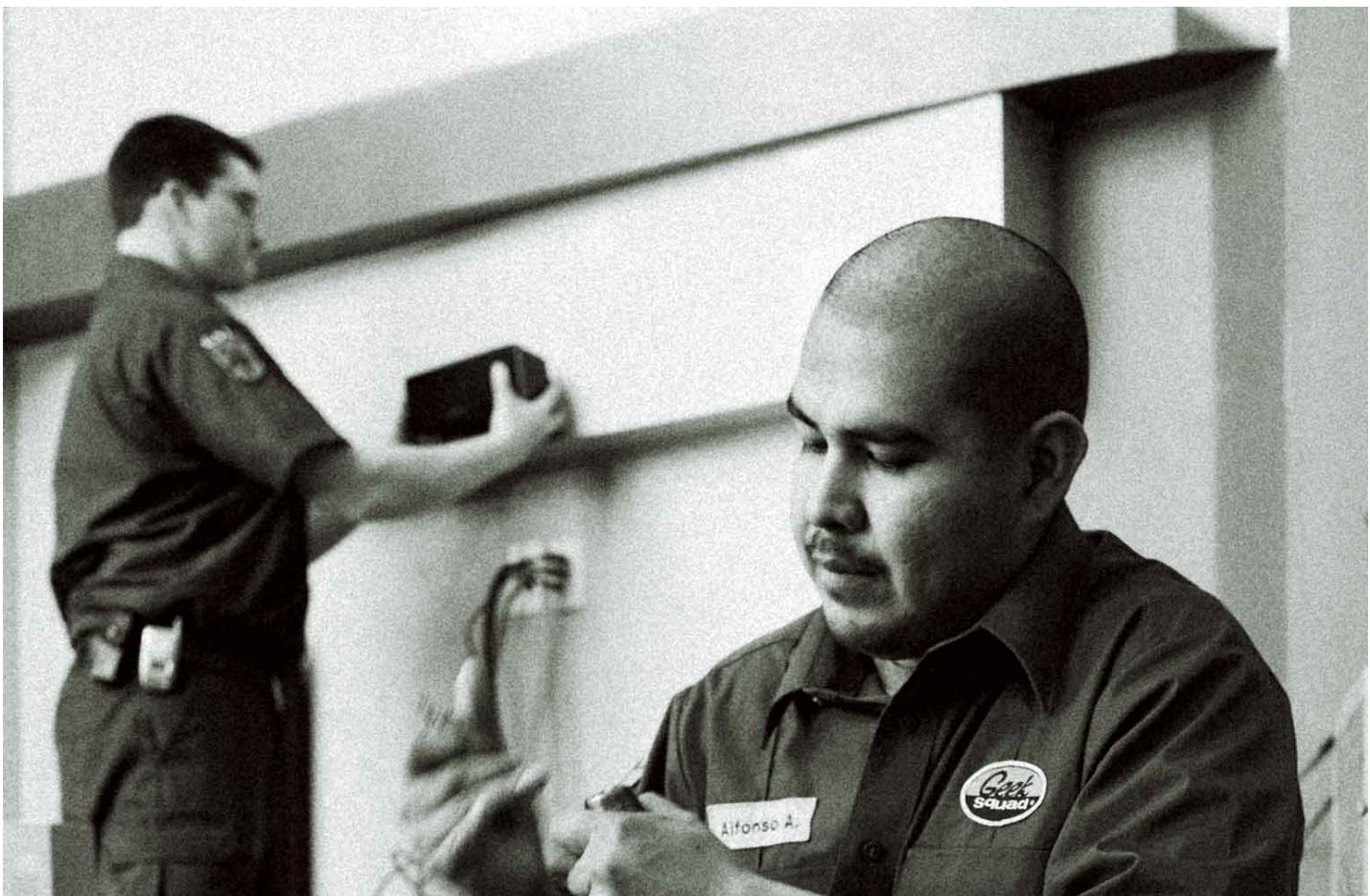
Hold this square to your socks. If your socks aren't as white as this, it's time for some new socks.





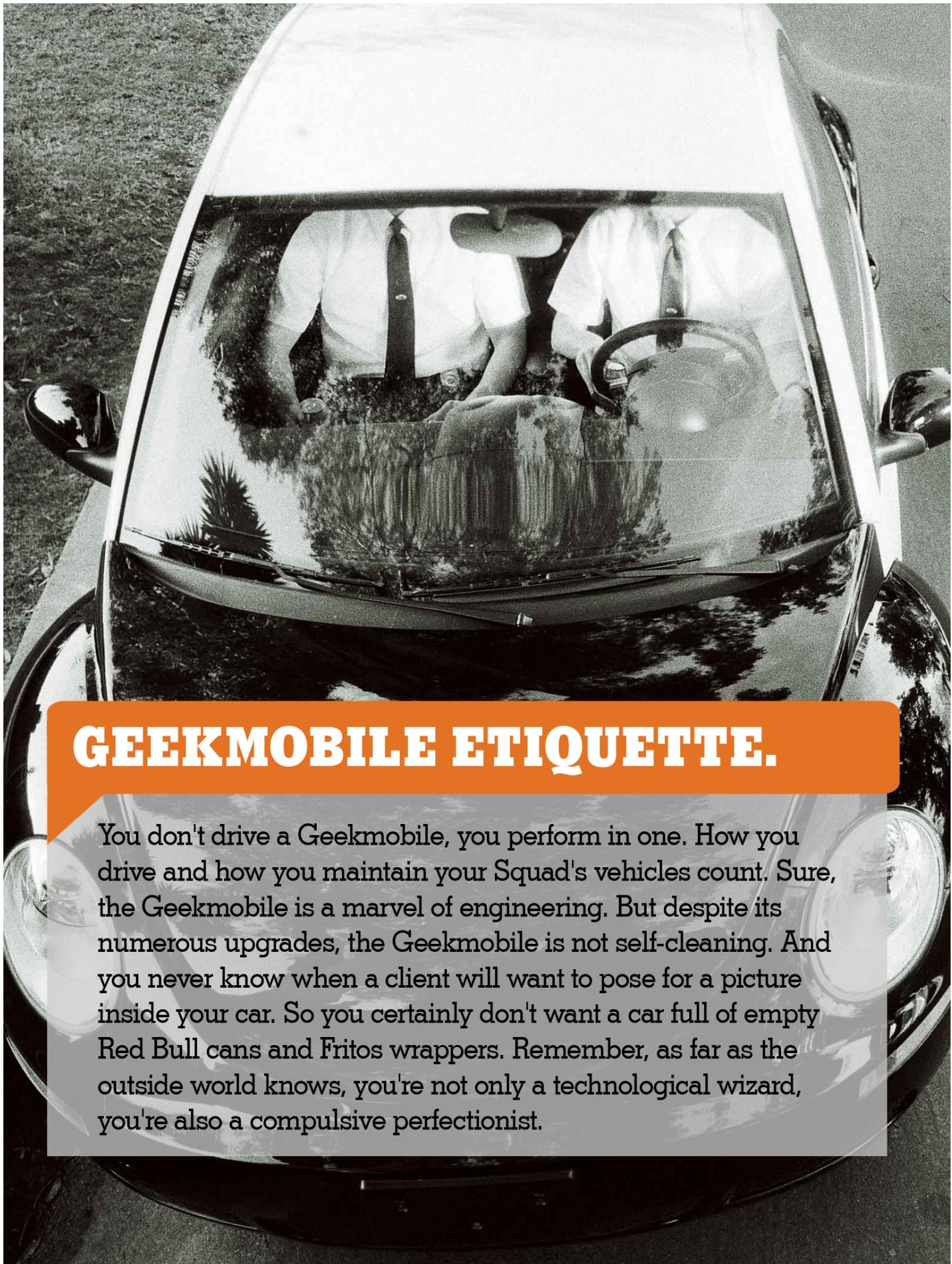
CAN AN EMPTY POCKET STILL HAVE MEANING?

You'll never see a Geek Squad Agent with a pocket full of pens. Why? Because nothing goes into that pocket. Ever. Marinate on that for a while.



DIFFERENT UNIFORMS. SAME MISSION.

For years we've heard everyone talking about convergence. Well, these boxes we've been selling for years are finally starting to talk to each other. TVs are becoming computers, and hard drives are showing up in our cars. But before we can take advantage of technology's convergence, our talent needs to converge. So we're integrating our resources into one network. Now, our computer Geeks, home theater Geeks, and car electronics Geeks can all work together. This is the future we've all been waiting for. And together, we're making it work.



GEEKMOBILE ETIQUETTE.

You don't drive a Geekmobile, you perform in one. How you drive and how you maintain your Squad's vehicles count. Sure, the Geekmobile is a marvel of engineering. But despite its numerous upgrades, the Geekmobile is not self-cleaning. And you never know when a client will want to pose for a picture inside your car. So you certainly don't want a car full of empty Red Bull cans and Fritos wrappers. Remember, as far as the outside world knows, you're not only a technological wizard, you're also a compulsive perfectionist.

Why do we swarm? Simple. Because we can. Swarms are the Geek Squad version of the 21-gun salute. Once reserved for picking up V.I.P.s or traveling as a group, these days Swarms can take shape any time two or more Geekmobiles drive together. No matter the reason for the Swarm, you can't help but stare in awe as a long line of Geekmobiles drive in sync as if thinking as one. But pulling off a successful Swarm requires precision. There's a set technique and a protocol to follow when participating in a Swarm. So why go to all that trouble? Because. When people see us giving this much attention to Swarm detail, it's easier for them to imagine us giving the same attention to detail for their technology needs.

THE SWARM.





IF WE CAN KEEP ROCK STARS HAPPY, WE CAN KEEP ANYONE HAPPY.

Working for Geek Squad may not be rocket science, but you'll get the opportunity to fix computers for Rocket Scientists, install car stereos for Brain Surgeons, or maybe even set up HDTVs for the occasional Rock Star. We're not bragging; that's just the reality of working for the most highly respected technology service company on the planet. Our Geeks are in high demand. From working the Police Reunion Tour to hooking up Oprah with a satellite feed and some plasma screens, our reputation helps us score cool gigs from people who are notoriously picky and demanding. But that's precisely why celebrities choose to work with us. We're far more demanding of ourselves than any actor or rock star could ever be. Clearly, it pays to be obsessively good at what you do.

WE'RE THE ALPHA AND OMEGA FOR BETA TESTING.

We always do important work. Even when we're playing around. That's how we've earned a reputation as some of the best beta testers for new hardware and software out there. Even the uber-geeks at Microsoft knew to request our help during the launch of their highly anticipated Windows 8. But despite all these mega-corporations counting on us to help, we've always made time to troubleshoot the newest video games and gaming consoles before they hit the market too. If it's technology, we will work on it. Even if it looks like we're playing.

**SUPER SECRET
DEVELOPMENT
ROOM**

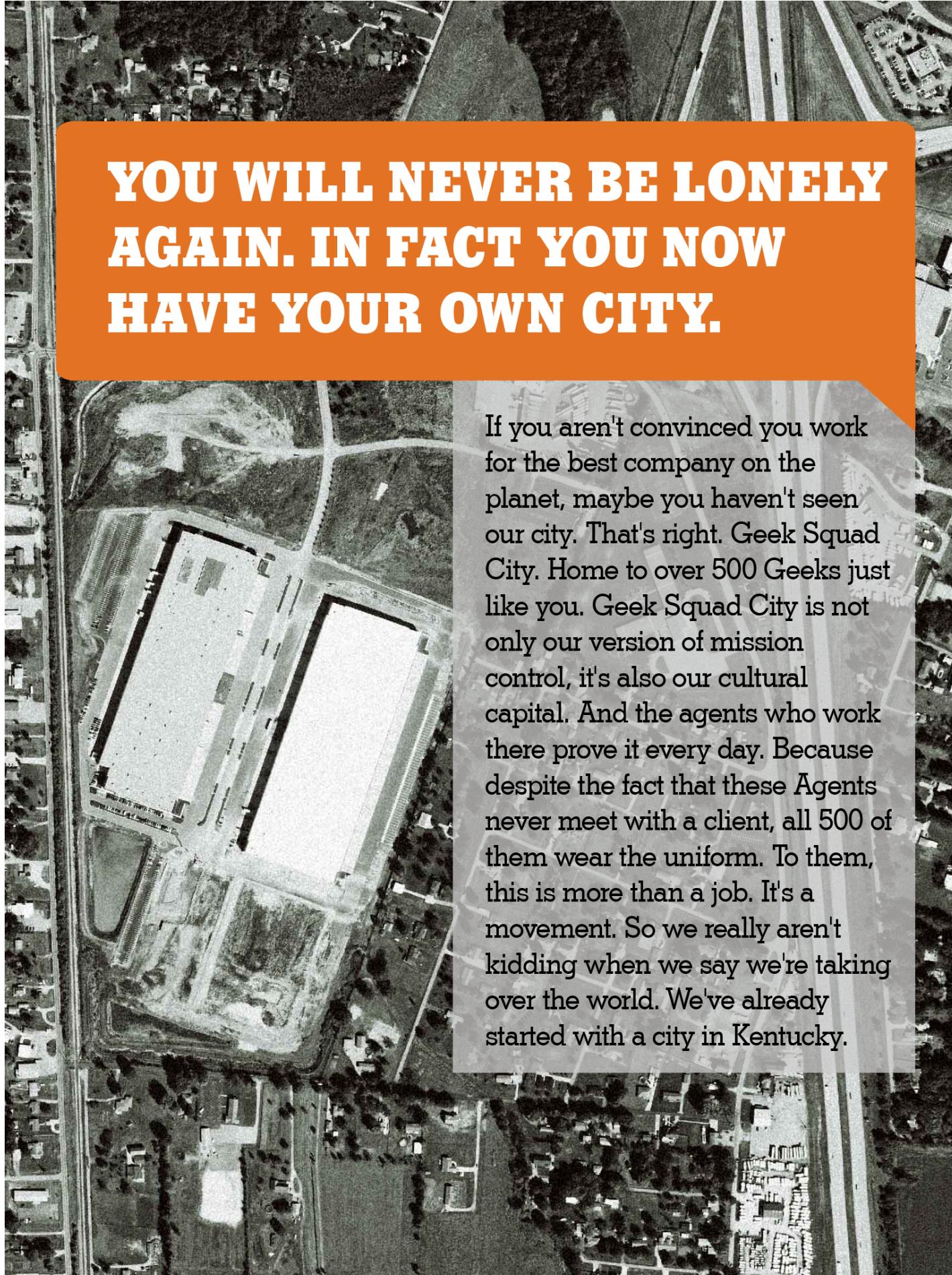
UNAUTHORIZED ENTRY
WILL RESULT IN
PAIN OR DEATH





We believe we have temporary custody of your talent. But no matter how long you're with us, we want you to feel as though every second you spend here is valuable. Because it is. Working here isn't just another job. It's an investment. It's also something other employers like to see on your resume. But that's only because they know we demand nothing but the best from everyone who works here. And that tends to make our employees pretty valuable. So, if you ever leave Geek Squad for an opportunity to do bigger and better things, we'll not only understand, we'll be proud. Because it proves our system works. On the other hand, lateral moves burn us out. Frankly, if you don't leave us for better pay and a better title, we've failed you. And we have a strict policy against failure.

**IF YOU FIND A BETTER JOB,
TAKE IT.**



YOU WILL NEVER BE LONELY AGAIN. IN FACT YOU NOW HAVE YOUR OWN CITY.

If you aren't convinced you work for the best company on the planet, maybe you haven't seen our city. That's right. Geek Squad City. Home to over 500 Geeks just like you. Geek Squad City is not only our version of mission control, it's also our cultural capital. And the agents who work there prove it every day. Because despite the fact that these Agents never meet with a client, all 500 of them wear the uniform. To them, this is more than a job. It's a movement. So we really aren't kidding when we say we're taking over the world. We've already started with a city in Kentucky.

**THE REMAINDER OF THE
SECRETS SHALL SOON BE
REVEALED.**